



PEMASARAN SYARIAH

TEORI, FILOSOFI & ISU-ISU KONTEMPORER

Dr. H. Nur Asnawi, M.A.
Muhammad Asnan Fanani, S.E., M.M.

PEMASARAN SYARIAH

TEORI, FILOSOFI & ISU-ISU KONTEMPORER

Dr. H. Nur Asnawi, M.A.
Muhammad Asnan Fanani, S.E., M.M.



RAJAWALI PERS
Divisi Buku Perguruan Tinggi
PT RajaGrafindo Persada
DEPOK

Asnawi, Nur

PEMASARAN SYARIAH: Teori, Filosofi, dan Isu-isu Kontemporer / Nur Asnawi

— Ed. 1—Cet. 1.—Depok: Rajawali Pers, 2017.

xiv, 554 hlm. 24 cm

Bibliografi: hlm. 499

ISBN 978-602-425-153-6

1. Islam dan Ekonomi

I. Judul

II. Muhammad Asnan Fanani

297. 63

Hak cipta 2017, pada Penulis

Dilarang mengutip sebagian atau seluruh isi buku ini dengan cara apa pun,
termasuk dengan cara penggunaan mesin fotokopi, tanpa izin sah dari penerbit

2017.1755 RAJ

Dr. H. Nur Asnawi, M.A.

Muhammad Asnan Fanani, S.E., M.M.

PEMASARAN SYARIAH: Teori, Filosofi, dan Isu-isu Kontemporer

Cetakan ke-1, Juni 2017

Hak penerbitan pada PT RajaGrafindo Persada, Depok

Desain cover octiviena@gmail.com

Dicetak di Kharisma Putra Utama Offset

PT RAJAGRAFINDO PERSADA

Kantor Pusat:

Jl. Raya Leuwinanggung, No.112, Kel. Leuwinanggung, Kec. Tapos, Kota Depok 16956

Tel/Fax : (021) 84311162 – (021) 84311163

E-mail : rajapers@rajagrafindo.co.id [http: // www.rajagrafindo.co.id](http://www.rajagrafindo.co.id)

Perwakilan:

Jakarta-16956 Jl. Raya Leuwinanggung No. 112, Kel. Leuwinanggung, Kec. Tapos, Depok, Telp. (021) 84311162.
Bandung-40243, Jl. H. Kurdi Timur No. 8 Komplek Kurdi, Telp. 022-5206202. **Yogyakarta**-Perum. Pondok Soragan Indah Blok A1, Jl. Soragan, Ngestiharjo, Kasihan, Bantul, Telp. 0274-625093. **Surabaya**-601 18, Jl. Rungkut Harapan Blok A No. 09, Telp. 031-8700819. **Palembang**-30137, Jl. Macan Kumbang III No. 10/4459 RT 78 Kel. Demang Lebar Daun, Telp. 0711-445062. **Pekanbaru**-28294, Perum De' Diandra Land Blok C 1 No. 1, Jl. Kartama Marpoyan Damai, Telp. 0761-65807. **Medan**-20144, Jl. Eka Rasmi Gg. Eka Rossa No. 3A Blok A Komplek Johor Residence Kec. Medan Johor, Telp. 061-7871546. **Makassar**-90221, Jl. Sultan Alauddin Komp. Bumi Permata Hijau Bumi 14 Blok A14 No. 3, Telp. 0411-861618. **Banjarmasin**-701 14, Jl. Bali No. 31 Rt 05, Telp. 0511-3352060. **Bali**, Jl. Imam Bonjol Gg 100/V No. 2, Denpasar Telp. (0361) 8607995. **Bandar Lampung**-35115, Jl. P. Kemerdekaan No. 94 LK I RT 005 Kel. Tanjung Raya Kec. Tanjung Karang Timur, Hp. 082181950029.

MOTTO

“Dan janganlah kamu mengikuti apa yang kamu tidak mempunyai pengetahuan tentangnya. Sesungguhnya pendengaran, penglihatan, dan hati, semuanya itu akan diminta pertanggunganjawabnya”.

(QS Al-Israa' [17]: 36)

“Barangsiapa berjalan untuk menuntut ilmu maka Allah akan memudahkan baginya jalan ke surga”.

(HR Muslim)

PERSEMBAHAN

Dedicated to the readers, practitioners, scientists and lovers of islamic marketing repertoire; love of science will bring benefit and happiness in the world and the here after

For beloved family, colleagues, network and people who contributed for reasons that make sense and the spirit of sincerity

Terima Kasih Atas Dukungannya

Keluarga tercinta

Hj. Nina Dwisetyaningsih, S.E.,

M.S.A.

Thalia Putri Kamila

Shirly Saniyya A.

Naila Aghni F.

(H. Nur Asnawi)

Keluarga Besar Penulis

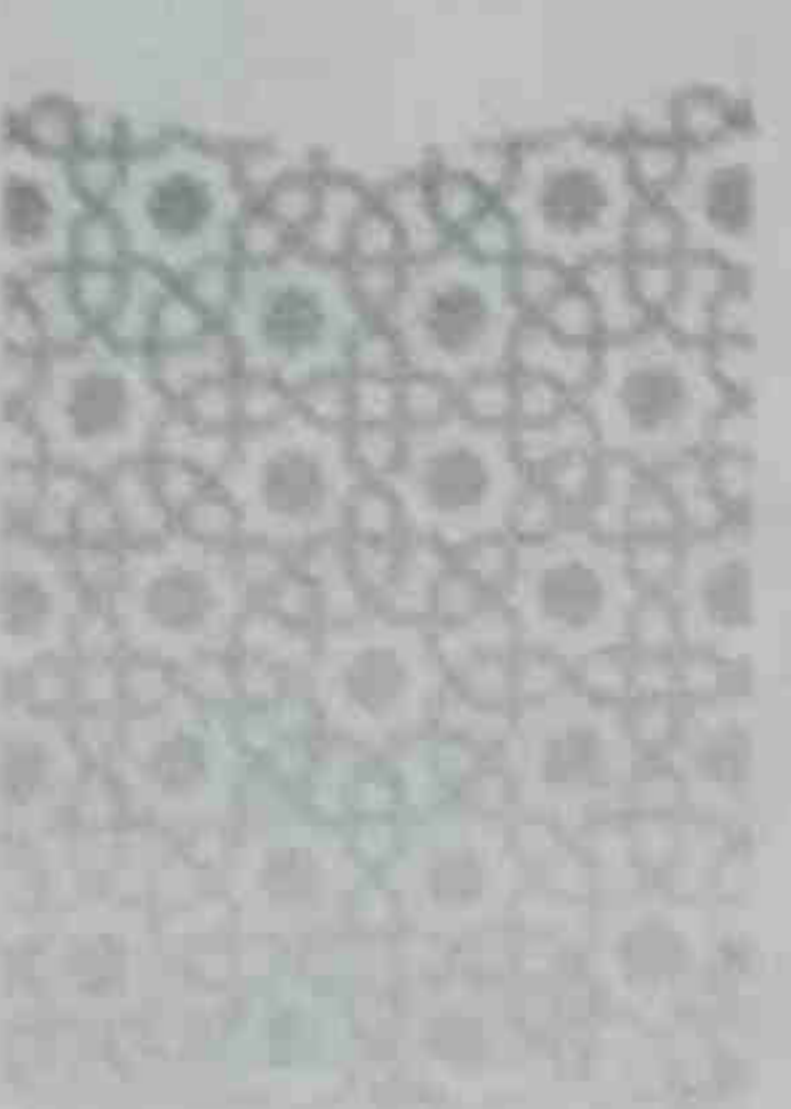
Istibsyaroh, SS

Marsha Thalita Sakhi Fanani

(MA. Fanani)



PENGANTAR PENULIS



Alhamdulillah, penulis panjatkan kehadiran Allah Swt. pada pertengahan tahun 2015 *draft* naskah buku ini dapat terselesaikan dan semoga secepatnya hadir di tangan para pembaca. Proses penyusunannya juga relatif cepat dan lancar karena hampir setiap hari penulis bertekad mengisi waktu dengan diskusi intensif, telaah literatur kemudian menuangkan intisarinya dalam semangat “*one day, one paper, one sheet*”. Akhirnya, *draft* naskah berhasil terkumpul dan terbagi dalam 12 Bab.

Pengumpulan bahan, referenesi dan rujukan yang mendukung kajian ini telah dilakukan sejak lima tahun yang lalu, karena menurut pengamatan penulis konsep pemasaran konvensional dalam dunia akademisi saat ini menjadi pembahasan tunggal yang mendominasi seluruh aktivitas belajar dan diskusi di perguruan tinggi. Sedangkan khazanah keilmuan Islam yang tertuang dalam Al-Qur'an dan sunah sangat banyak, luas dan lengkap khususnya berhubungan dengan dunia bisnis (pemasaran) yang keberadaannya belum banyak dieksploitasi sebagai bahan rujukan diskusi guna memecahkan isu dan permasalahan pemasaran kontemporer. Sehingga keberadaan prinsip-prinsip pemasaran Islam mengisi celah dalam literatur bisnis internasional yang meliputi aspek teori, falsafah, dan nilai-nilai pemikiran bisnis Islam kontemporer. Buku ini menyediakan kerangka kerja dan perspektif praktis untuk memahami dan menerapkan kode etik

pemasaran Islam. Tulisan yang tersaji dalam buku ini bukan fokus pada pembahasan agama semata, namun juga berbagai contoh kajian praktis dan empiris kekinian.

Selama ini fakta kajian menunjukkan adanya pembahasan yang masih parsial antara agama Islam dengan bisnis terutama di bidang pemasaran (*marketing*). Padahal, Islam memiliki ilmu yang lengkap mengenai prosedur, landasan dan aturan main dalam praktik pemasaran. Islam sebagai agama mampu memberikan warna yang indah dalam praktik pemasaran. Islam identik dengan etika, oleh karena itu pemasaran yang berlandaskan ajaran Islam adalah praktik pemasaran yang berdasarkan etika. Hadirnya buku ini mencoba mengisi *gap* yang selama ini terjadi. Sumber ajaran Islam (Al-Qur'an dan sunah) telah memberikan garis-garis besar yang jelas tentang kegiatan tersebut. Rasulullah Saw. sebagai utusan terakhirnya juga merupakan sosok pemasar ulung yang berpengaruh pada peradaban manusia. Pemasaran sebagai representasi dari praktik bisnis modern telah dicontohkan oleh Beliau lima belas abad yang lalu. Bahkan kelak masih menjadi warisan aktivitas yang pernah dilakukan Rasulullah Saw. dan akan selalu membawa manfaat di dunia hingga akhirat kelak.

Pemasaran islami merupakan bagian dari sistem dari ekonomi Islam, memiliki fitur khusus dalam struktur praktik pemasaran Islam yang selalu dilengkapi dengan etika. Kepatuhan terhadap etika akan mengangkat standar perilaku pemasaran dan konsumen secara seimbang dan saling menguntungkan sehingga tercipta kerangka nilai yang bermanfaat bagi perusahaan, mampu membangun harmoni dan kerja sama antara pemasar dan target pasar.

Adapun tujuan penulisan buku ini adalah: 1) untuk mengisi celah *puzzle-puzzle* keilmuan di bidang pemasaran syariah yang sementara ini literturnya masih sangat terbatas; 2) untuk mengkaji secara lebih dalam khususnya terkait dengan rekonstruksi konsep, aplikasi dan nilai-nilai ajaran Islam yang ternyata mampu menjadi rujukan shahih dalam menjawab berbagai persoalan khususnya di bidang ilmu manajemen pemasaran terapan sehingga mampu menjawab dikotomi keilmuan; 3) berpartisipasi dalam membuka cakrawala berpikir secara komprehensif tentang pentingnya kombinasi tiga pilar kehidupan yang meliputi bekerja, beribadah, dan bermuamalah; serta 4) memberikan pembahasan secara mudah dan inspiratif bagi pembaca (akademisi, praktisi) dalam rangka berijtihad dalam bidang pemasaran syariah melalui telaah literatur, mendalami konsep, mematangkan metodologi, mengkaji dari sudut filosofis dan menguji sintesis-sintesis yang telah dikemukakan ke dalam ranah empiris.

Metode penulisan buku ini adalah deskriptif, mengkaji literatur relevan seperti konsep-konsep pemasaran, pemasaran syariah, fikih muamalah, artikel ilmiah dan publikasi jurnal-jurnal ilmiah yang terpercaya keabsahannya. Penulis juga merujuk pada beberapa pandangan ahli tafsir dan buku-buku studi Al-Qur'an guna mengungkap makna di balik setiap ayat yang digunakan landasan pada bab-bab di buku ini. Review penelitian baik teoretis maupun empiris dari beberapa jurnal juga ditelaah oleh penulis untuk menghadirkan bukti-bukti ilmiah dalam penyajian informasi yang didukung oleh temuan-temuan shahih dari rujukan yang sudah diakui validitasnya.

Orisinalitas buku ini terletak pada pembahasan yang bersifat komprehensif, mulai dari landasan filosofis, diperkuat dengan pendapat ahli tafsir, dukungan pendapat ulama' masyhur, didukung oleh data-data publikasi lembaga riset yang terakui, serta diperkuat dengan literatur dan contoh publikasi ilmiah dalam bentuk jurnal (*review*) yang dilengkapi dengan contoh kuesioner siap pakai sehingga mampu memudahkan pembaca untuk memahami dan melakukan kajian lebih lanjut baik dalam bentuk penguatan secara filosofis, teoretis, metodologis maupun empiris.

Buku ini menyediakan panduan lengkap untuk personal dan organisasi tat kala mengelola fungsi pemasaran baik dalam pasar Muslim atau pasar non-Muslim. Selama ini ketersediaan literatur tentang pemasaran syariah masih sangat terbatas, misalnya *The Principle of Islamic Marketing* oleh Baker Ahmad Alserhan (2012), *Syariah Marketing* oleh Hermawan Kartajaya dan Muhammad Syakir Sula (2008), *Marketing Muhammad: Strategi Andal dan Jitu Praktik Bisnis Nabi Muhammad Saw.* oleh Thorik Gunara dan Utus Hardiono Sudibyo (2008), *Islamic Marketing: Membangun dan Mengembangkan Bisnis dengan Praktik Marketing Rasulullah Saw.* oleh Veithzal Rivai (2012) dan rujukan dari *Journal of Islamic Marketing* (JIMA) yang jumlahnya juga masih sedikit.

Di atas semua itu pemasaran Islam berusaha meletakkan dasar dan praktik pemasaran Islam yang lebih lengkap dan merupakan ilmu sosial baru dalam dunia pemasaran modern. Hal ini sangat beralasan karena sisi rasionalisasi saja dari pihak-pihak yang terlibat dalam praktik pemasaran tidaklah cukup, maka perlu ditunjang dengan sentuhan sisi emosional, diperkuat dengan aspek spiritual hingga mengasah kecerdasan dalam bersyukur supaya tercipta keberkahan, keseimbangan dan kemanfaatan sesuai dengan kehendak-Nya.

Penulis juga mengucapkan terima kasih dan penghargaan yang setinggi-tingginya kepada Rektor UIN Maulana Malik Ibrahim Malang yang telah memberikan semangat untuk terus produktif, para senior, para guru besar, teman sejawat dan kolega yang telah membantu serta memberikan informasi

kepada penulis hingga terselesaikannya buku ini. Khususnya untuk keluarga besar penulis yang telah mencurahkan kasih sayang, tarbiyah dan keikhlasan pengorbanannya hingga mampu mengantarkan penulis menempuh jenjang pendidikan tinggi serta mendorong untuk selalu menuntut, berbagi ilmu dan sekaligus mengamalkannya. Para petugas perpustakaan UIN Malang yang telah banyak membantu dalam mencari buku-buku literatur dan berlangganan "Emerald" *International Journal* semoga amal kebaikan memperoleh pahala dari Allah Swt. Para teman sejawat dan pihak-pihak yang berjasa di UIN Malang yang telah menjadi *partner* kerja sehingga menjadikan penulis sadar akan pentingnya kebersamaan dan relasi.

Akhirnya, penulis merasa sangat perlu menyampaikan kepada pembaca bahwa tulisan yang disajikan bukan sepenuhnya hasil ijtihad penulis. Hasil karya ulama terdahulu dan kontemporer serta pandangan para ahli sungguh banyak yang dikutip dan dirujuk guna memperkuat wawasan keilmuan penulis dan pemantapan dalam pembahasan di buku ini, khususnya pandangan ahli tafsir dan ilmuwan serta masih banyak ahli pemasaran dan muamalah, syariah yang pemikirannya menjadi sumber inspirasi penulis. Penulis menyadari bahwa keterbatasan dalam menyajikan kedalaman ilmu khususnya yang terkait dengan konsep pemasaran, tafsir, fikih, metode penelitian khususnya terkait dengan teknik telaah literatur, pemahaman rujukan dari berbagai bahasa akan mampu dilengkapi oleh para pembaca dan dapat memacu penulis untuk melakukan perbaikan-perbaikan selanjutnya.

Terima kasih untuk semua pihak yang turut membantu dalam penyelesaian buku ini, terlebih lagi penulis mengucapkan mohon maaf atas ke-*khilaf*-an karena tidak mampu mencantumkan satu per satu. Mudah-mudahan buku ini dapat memberikan kontribusi kecil dalam kepustakaan pemasaran syariah di tanah air dan para peminat disiplin ilmu pemasaran syariah. Hanya kepada Allah Swt. kita senantiasa memohon taufik dan hidayah-Nya. Semoga karya ini bermanfaat. Amin. *Wassalam*

Malang, 20 April 2017

H. Nur Asnawi & M. A. Fanani

DAFTAR ISI

KATA PENGANTAR

vii

DAFTAR ISI

xi

BAB 1 ISLAM, MARKETING, DAN LANDASAN NORMATIF

1

A. Pendahuluan

1

B. Agama

2

C. Ibadah

9

D. Muamalah

14

E. Islam dan Pemasaran (*Marketing*)

20

F. Pemasaran Islami: Landasan Normatif

23

G. Ikhtisar

53

BAB 2 DINAMIKA UMAT ISLAM SEBAGAI POTENSIAL MARKET

55

A. Gambaran Penduduk Muslim Dunia

55

B. Pertumbuhan Penduduk Muslim dan Konsekuensi Ekonomi

59

C. Populasi Penduduk Muslim dan Peta Strategi Pemasaran Dunia	63	BAB 7
D. Gambaran Potensi Pasar di Indonesia	68	
E. Ikhtisar	73	
BAB 3 BISNIS DAN PEMASARAN (MARKETING)	75	
A. Pendahuluan	75	
B. Orientasi Bisnis dalam Islam	90	
C. Bisnis dalam Terminologi Islam	91	BAB
D. Prinsip Bisnis dalam Islam	103	
E. Konsep Pemasaran	106	
F. Tantangan Pemasaran Modern	112	
G. Ikhtisar	116	
BAB 4 KONSEP PEMASARAN DALAM ISLAM	119	
A. Konsep Dasar Pemasaran Islam	119	
B. Tujuan Pemasaran Islam	122	
C. Definisi Pemasaran	123	BA
D. Definisi Pemasaran Islam	127	
E. Prinsip Pemasaran dalam Islam	137	
F. Ikhtisar	155	
BAB 5 MARKETING MIX DALAM ISLAM	157	
A. <i>Overview</i> Bauran Pemasaran (<i>Marketing Mix</i>)	157	
B. Bauran Pemasaran (<i>Marketing Mix</i>) dalam Pemasaran Islami	160	B
C. Ikhtisar	178	
BAB 6 KARAKTERISTIK PEMASARAN SYARIAH	181	
A. Pendahuluan	181	
B. Karakteristik Pemasaran Syariah	183	
C. Keunggulan Pemasaran Syariah	195	
D. Ikhtisar	197	

BAB 7 SIFAT DASAR MARKETER DALAM ISLAM	199
A. Pendahuluan	199
B. Pola Berpikir <i>Marketer</i> Muslim	201
C. Sifat yang Harus Dimiliki <i>Marketer</i> Muslim	205
D. Sifat <i>Marketer</i> yang Disukai Allah Swt. Menurut Al-Qur'an	224
E. Ikhtisar	232
BAB 8 ETIKA DALAM PEMASARAN SYARIAH	233
A. Pendahuluan	233
B. Faktor-faktor yang Memengaruhi Perilaku Etis dalam Islam	240
C. Panduan dalam Mempraktikkan Etika Islam	244
D. Etika Perilaku Produsen dan Konsumen	254
E. Pesan Penting Bagi Pebisnis Modern	256
F. Ikhtisar	261
BAB 9 KEY SUCCESS FACTOR (KSF) DALAM PEMASARAN SYARIAH	263
A. Pendahuluan	283
B. Islam dan Skala Prioritas dalam Bisnis (Pemasaran)	265
C. Empat Sifat Rasulullah Saw.: Modal Penting dalam Memenangkan Persaingan di Era Pemasaran Modern	271
D. Ikhtisar	282
BAB 10 TRANSAKSI YANG DILARANG DALAM PEMASARAN SYARIAH	283
A. Pendahuluan	283
B. Beberapa Motif Transaksi yang Dilarang	289
C. Ikhtisar	308
BAB 11 ISU-ISU KONTEMPORER DALAM RISET PEMASARAN SYARIAH (ISLAMIC MARKETING)	311
A. Pendahuluan	311
B. Paradigma Riset Islami (<i>Islamic Research Paradigm</i>)	313

C. Riset Konsumen Muslim	321
D. Konsep dan Variabel	323
E. Sistematika Riset dalam Pemasaran Syariah	327
F. <i>Journal of Islamic Marketing</i> (JIMA)	340
G. Ikhtisar	349
 BAB 12 REVIEW JOURNAL OF ISLAMIC MARKETING (JIMA)	 351
A. Pendahuluan	351
B. Riset <i>Islamic Marketing</i> pada <i>Journal of Islamic Marketing</i> (JIMA)	352
 DAFTAR PUSTAKA	 499
GLOSARIUM	521
INDEKS	549
BIODATA PENULIS	553

DAFTAR PUSTAKA

- Abd-Razak, Ili-Salsabila., Asmat-Nizam Abdul-Talib, (2012), "Globality and Intentionality Attribution of Animosity: An Insight Into The Consumer Boycotts in The Muslim Dominant Markets", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 72 - 80
- Abdullah, Johari Bin., Jamil Hj. Hamali and Firdaus Abdullah, (2013), "Islamic Marketing Mix: The Critical Factors", *4th International Conference On Business And Economic Research (4th Icerb 2013)*. Proceeding 04-05 March 2013. Golden Flower Hotel, Bandung, Indonesia
- Abdullah, Kalthom and Mohd. Ismail Ahmad, (2010), "Compliance to Islamic Marketing Practices Among Businesses in Malaysia", *Journal of Islamic Marketing*, Vol. 1 Iss: 3 pp. 286 – 297
- Abdurrahman, Yahya, (2011), *Tadlis*, <http://hizbut-tahrir.or.id/2011/01/27/tadlis/>, Accessed December 19, 2013
- Abuznaid, Samir Ahmad, (2009), "Business Ethics in Islam: The Glaring Gap in Practice", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 2 No. 4, pp. 278-288
- Abuznaid, Samir, (2012), "Islamic Marketing: Addressing the Muslim Market", *An - Najah Univ. J. Res. (Humanities)*. Vol. 26 (6)

DAFTAR PUSTAKA

- Abd-Razak, Ili-Salsabila., Asmat-Nizam Abdul-Talib, (2012), "Globality and Intentionality Attribution of Animosity: An Insight Into The Consumer Boycotts in The Muslim Dominant Markets", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 72 - 80
- Abdullah, Johari Bin., Jamil Hj. Hamali and Firdaus Abdullah, (2013), "Islamic Marketing Mix: The Critical Factors", *4th International Conference On Business And Economic Research (4th Icer 2013)*. Proceeding 04-05 March 2013. Golden Flower Hotel, Bandung, Indonesia
- Abdullah, Kalthom and Mohd. Ismail Ahmad, (2010), "Compliance to Islamic Marketing Practices Among Businesses in Malaysia", *Journal of Islamic Marketing*, Vol. 1 Iss: 3 pp. 286 - 297
- Abdurrahman, Yahya, (2011), *Tadlis*, <http://hizbut-tahrir.or.id/2011/01/27/tadlis/>, Accessed December 19, 2013
- Abuznaid, Samir Ahmad, (2009), "Business Ethics in Islam: The Glaring Gap in Practice", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 2 No. 4, pp. 278-288
- Abuznaid, Samir, (2012), "Islamic Marketing: Addressing the Muslim Market", *An - Najah Univ. J. Res. (Humanities)*. Vol. 26 (6)

- Adib, Hagar., Noha El-Bassiouny, (2012), "Materialism in Young Consumers: an Investigation of Family Communication Patterns and Parental Mediation Practices in Egypt", *Journal of Islamic Marketing*, Vol. 3 Iss: 3 pp. 255 - 282
- Adnan, Ahmad Azrin, (2013), "Theoretical Framework for Islamic Marketing: Do We Need a New Paradigm?", *International Journal of Business and Social Science*, Vol. 4 No. 7; July
- Azam, Afshan, (2015). "Investigation of Psychological Dimensions of Trust on E-Loyalty a Case of Saudi Arabia Consumers", *Journal of Islamic Marketing*, Vol. 6 No. 2, pp. 224-249
- Ahasanul, Abdullah Sarwar, Farzana Yasmin, Arun Kumar Tarofder, Mirza Ahsanul Hossain, (2015), "Non-Muslim Consumers' Perception Toward Purchasing Halal Food Products in Malaysia", *Journal of Islamic Marketing*, Vol. 6 Iss 1 pp. 133 - 147
- Ahmad, Khaliq., Ghulam Ali Rustam, and Michael M. Dent, (2011), "Brand Preference in Islamic Banking", *Journal of Islamic Marketing*, Vol. 2 Iss: 1 pp. 74 - 82
- Ahmed, Habib, (2011), "Maqósyid Al-Shari'ah and Islamic Financial Products: A Framework For Assessment", *ISRA International Journal of Islamic Finance*, Vol. 3 Issue 1, pp 149-160
- Al Bassam, Syaikh Abdulloh bin Abdurrahman Ibnu Shalih, (2002), Terjemah Taisirul Allam Syarah Umdatul Ahkam (Jilid 1 dan 2), Cetakan pertama, Penerjemah Ahmad Khodimul Hannan, Malang: Penerbit Cahaya Tauhid Press.
- Al-Qur'an Digital Versi 2.1*, Agustus 2004, Available on <http://www.Al-Qur'an-digital.com>. Accessed September 25, 2012
- Alajmi, Salman., Charles Dennis, Yasser Altayab, (2011), "The Effect of National Culture on Service Provision within Takaful Industry: A Comparative Study in Kuwait and Egypt", *Journal of Islamic Marketing*, Vol. 2 Iss: 3 pp. 225-245
- Alam, Syed Shah, Rohani Mohd, Badrul Hisham, (2011), "Is Religiosity an Important Determinant on Muslim Consumer Behaviour in Malaysia?", *Journal of Islamic Marketing*, Vol. 2 Iss: 1 pp. 83-96
- Al-Hyari, Khalil., Muhammed Alnsour, Ghazi Al-Weshah, Mohamed Haffar, (2012), "Religious Beliefs and Consumer Behaviour: from Loyalty to Boycotts", *Journal of Islamic Marketing*, Vol. 3 Iss: 2 pp. 155 - 174

- Alhyasat, Khaled M.K., (2012), "The Role of Islamic Work Ethics in Developing Organizational Citizenship Behavior at the Jordanian Press Foundations", *Journal of Islamic Marketing*, Vol. 3 Iss: 2 pp. 139 - 154
- Alipour, Mehrdad and Elham Darabi, (2011), "The Role of Service Marketing Mix and Its Impact on Marketing Audit in Engineering and Technical Service Corporations", *Global Journal of Management and Business Research*, Volume 11 Issue 6 Version 1.0 May, pp. 69-77
- Alom, Md. Mahabub and Md. Shariful Haque. (2011), "Marketing: An Islamic Perspective", *World Journal of Social Sciences*, Vol. 1. No. 3. July. Pp. 71-81
- Alserhan, Baker Ahmad, (2010), "On Islamic Branding: Brands as Good Deeds", *Journal of Islamic Marketing*, Vol. 1 Iss: 2 pp. 101 - 106
- Alserhan, Baker Ahmad., Zeid Ahmad Alserhan, (2012), "Researching Muslim Consumers: Do They Represent The Fourth-Billion Consumer Segment?", *Journal of Islamic Marketing*, Vol. 3 Iss: 2 pp. 121 - 138
- American Marketing Association, (2008), *Definition of Marketing*, January 14, <http://www.marketingpower.com/aboutama/pages/definitionofmarketing.aspx>, Accessed July 04, 2013
- Amin, A. Riawan, (2010), *Syarat yang Harus Dipenuhi untuk Menjemput Rezeki*, <http://www.republika.co.id/berita/ensiklopedia-islam/hikmah/10/08/23/131357-syarat-yang-harus-dipenuhi-untuk-menjemput-rezeki>, Accessed February 11, 2013
- An-Naas, Abu Malik, (2012), *Makna Dari Ibadah*, Posted on February 21, by, <http://almadinah.or.id/472-makna-dari-ibadah.html>. Accessed Mei 27, 2013
- Anonymous, (2012), "The Path to Corporate Transformation-Converting a Company to Islam", *Bank Sarasin Islamic Wealth Management Report 2012*
- _____, (2012), *The Pew Forum on Religion & Public Life, The Global Religious Landscape: A Report on the Size and Distribution of the World's Major Religious Groups as of 2010*, ANALYSIS December 18, <http://www.pewforum.org/global-religious-landscape-Muslim.aspx>. (accessed, April 16, 2013)
- Anwar, Mohammad, (1994), *Research Methodology in Islamic Perspective*. Editor Mohammad Muqim, Produced by Genuine Publications & Media Pvt. Ltd. Vateg Building, Nizamuddin West New Delhi - 110013
- Anwar, Rosihon, (2009), *Pengantar Ulumul Quran*, Cetakan pertama, Bandung: Penerbit CV Pustaka Setia
- Anwari, Ahza, (2010), *Pengertian, Tahap-tahap, dan Modus Pencucian Uang (Money laundering)*, http://bankirnews.com/index.php?option=com_content&vie

w=article&id=125:pengertian-tahap-tahap-dan-modus-pencucian-uang-money-laundering&catid=84:kycapu&Itemid=119, Accessed October 27, 2013

- Arham, Muhammad, (2010), "Islamic Perspectives on Marketing", *Journal of Islamic Marketing*, Vol. 1 Iss: 2, pp. 149 – 164
- Aris, Aadam T., Norhaznee M. Nor, Noor A. Febrianto, K.V. Harivaindaran, Tajul A. Yang, (2012), "Muslim Attitude and Awareness Towards Istihalah", *Journal of Islamic Marketing*, Vol. 3 Iss: 3 pp. 244 - 254
- Ascarintya, Praveda, (2011), *Analisis Pengaruh Kualitas Pelayanan terhadap Kepuasan Nasabah (Studi Pada Nasabah Debitur PT BPR Satria Pertiwi Semarang)*, Skripsi dipublikasikan, Fakultas Ekonomi Universitas Diponegoro Semarang
- Asnawi, N., Fanani, M.A dan Rosyadi, M.I. (2015). *Meningkatkan Loyalitas Nasabah Bank Umum Syariah Melalui Peran Konstruk Kualitas Jasa Menurut Pandangan Konsumen Muslim dan Kepuasan Konsumen Sebagai Mediating Variable-Generalized Structured Component Analysis*, Direktorat Pendidikan Tinggi Islam Direktorat Jenderal Pendidikan Islam Kementerian Agama RI Tahun 2015
- Awad, Tamer A. (2011), "Environmental Segmentation Alternatives: Buyers' Profiles and Implications", *Journal of Islamic Marketing*, Vol. 2 Iss: 1 pp. 55 – 73
- Awan, Hayat M., and Khuram Shahzad Bukhari, (2011), "Customer's Criteria for Selecting an Islamic Bank: Evidence from Pakistan", *Journal of Islamic Marketing*, Vol. 2 Iss: 1 pp. 14 – 27
- Awan, Hayat Muhammad., Khuram Shahzad Bukhari, Anam Iqbal, (2011), "Service Quality and Customer Satisfaction in The Banking Sector: A Comparative Study of Conventional and Islamic Banks in Pakistan", *Journal of Islamic Marketing*, Vol. 2 Iss: 3 pp. 203 - 224
- Aziz, Muhammad dan Sholikhah, (2013), "Metode Penetapan Maqoshid Al Syariah: Studi Pemikiran Abu Ishaq al Syatibi", *Jurnal Ulul Albab*, Volume 14, No. 2, Juli-Desember
- Azmawani Abd Rahman, Ebrahim Asrarhaghighi, Suhaimi Ab Rahman, (2015). "Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention", *Journal of Islamic Marketing*, Vol. 6 No. 1, pp. 148-163
- Azmi, Muhammad Ulul, (2010), *Pilkades dan Risywah dalam Perspektif Siyasa Syar'iyah (Studi di Desa Ngadimulyo Kecamatan Selomerto Kabupaten Wonosobo*

- Tahun 2006), Skripsi, Jinayah Siyasah Fakultas Syariah dan Hukum UIN Sunan Kalijaga Yogyakarta
- Az-Zuhaili, Wahbah, (2010), *Fiqih Islam Wa adillatuhu (Pengantar Ilmu Fiqih, Tokoh-tokoh Madzhab Fiqih, Niat, Thaharah, Shalat) Jilid 1*, Penerjemah Abdul Hayyie al-Kattani dkk, Jakarta: Penerbit Gema Insani Press
- Az-Zuhaili, Wahbah, (2011), *Fiqih Islam Wa Adillatuhu (Hukum Transaksi Keuangan, Transaksi Jual-Beli Asuransi, Khiyar, Macam-Macam Akad Jual Beli, Akad Ijarah (Penyewaan) Jilid 5*. Penerjemah Abdul Hayyie al-Kattani dkk, Jakarta: Penerbit Gema Insani.
- Badan Pusat Statistik, Available <http://www.bps.go.id>
- Badrudin, Baizuri., Zainalabidin Mohamed, Juwaidah Sharifuddin, Golnaz Rezai, Amin Mahir Abdullah, Ismail Abd Latif, Mohd. Ghazali Mohayidin, (2012), "Clients' Perception Towards JAKIM Service Quality in Halal Certification", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 59 – 71
- Bahari, Mohd Ali., Faizal, Ma Yue and Anwar, (2012), "Marketing Mix From Islamic Marketing Perspective", *JEL Classification: M3, working papers series, available on http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2017488*. (accessed September 26, 2012)
- Beekun, Rafik Issa. (1996), *Islamic Business Ethics*, University of Nevada and Islamic Training Foundation, November 01, International Institute of Islamic Thought PO Box 669, Herndon, VA 20170 (703) 471-1133
- Boone, Louise E., dan David L. Kurtz, (2007), *Pengantar Bisnis Kontemporer (Contemporary Business, 11th Edition)*. Buku 1, Penerjemah Ali Akbar Yulianto dan Krista. Jakarta: Penerbit Salemba Empat
- Borden, Neil H., (1984), "The Concept of the Marketing Mix", *Journal of Advertising Research, Classics*, Volume II, September, p.7-12
- Boulanouar, Aisha Wood, (2006), "The Notion of Modesty in Muslim Women's Clothing: An Islamic Point of View", *New Zealand Journal of Asian Studies, Discussion Paper—An Insider's View*, 8, 2 December, pp. 134-156
- Bugi, Mochamad, (2008), *Tidak Boleh Menimbun Barang*, <http://m.dakwatuna.com/2008/03/01/417/tidak-boleh-menimbun-barang/>, Accessed December 19, 2013
- Butt, Irfan., Nausherwan Saleem, Hassan Ahmed, Muzammil Altaf, Khawaja Jaffer, Jawad Mahmood, (2011), "Barriers to Adoption of Islamic Banking in Pakistan", *Journal of Islamic Marketing*, Vol. 2 Iss: 3 pp. 259 - 273
- Butt, Muhammad Mohsin., Muhammad Aftab, (2013), "Incorporating Attitude Towards Halal Banking in An Integrated Service Quality, Satisfaction,

- Trust and Loyalty Model in Online Islamic Banking Context", *International Journal of Bank Marketing*, Vol. 31 Iss: 1 pp. 6 - 23
- Buttle, Francis, (1996), "SERVQUAL: Review, Critique, Research Agenda", *European Journal of Marketing*, Vol. 30 No. 1, 1996, pp. 8-32
- Caceres, Ruben Chumpitaz and Nicholas G. Paparoidamis, (2007), "Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty", *European Journal of Marketing*, Vol. 41 No. 7/8, pp. 836-867
- CIA Factbook, (2013), *Saudi Arabia*, <https://www.cia.gov/library/publications/the-world-factbook/geos/sa.html>, Accessed May 25, 2013
- Constantinides, Efthymios, (2002), "From Physical Marketing to Web Marketing: The Web-Marketing Mix", *Proceedings of the 35th Hawaii International Conference on System Sciences Department of Technology and Management*, University of Twente, Enschede, The Netherlands
- Cooperman, Alan., Conrad Hackett, Phillip Connor, Sahar Chaudhry, Mira Hidajat, Becky Hsu, Andrew J. Gully, Noble Kuriakose, Elizabeth A. Lawton and Elizabeth Podrebarac, (2011), *The Future of the Global Muslim Population (Projections for 2010-2030)*, January, Pew Research Center's Forum on Religion & Public Life. 1615 L St., NW, Suite 700 Washington, D.C. 20036-5610 Phone (202) 419-4550 Fax (202) 419-4559 www.pewforum.org
- Dalia Abdelrahman Farrag, Mohammed Hassan, (2015), "The Influence of Religiosity on Egyptian Muslim Youths' Attitude Towards Fashion", *Journal of Islamic Marketing*, Vol. 6 Iss 1 pp. 95 - 108
- Darrat, Mahmoud, (2011), "A Conceptual Investigation into The Effects of Cultural Animosity on Middle Eastern Consumers' Purchase Intentions", *Journal of Islamic Marketing*, Vol. 2 Iss: 1 pp. 5 - 13
- Dewan Syariah Nasional, (2011), *Fatwa Dewan Syari'ah Nasional (National Sharia Board-Indonesian Council of Ulama) tentang Penerapan Prinsip Syariah dalam Mekanisme Perdagangan Efek Bersifat Ekuitas di Pasar Reguler Bursa Efek*, Nomor 80/DSN-MUI/III/2011, Jakarta
- Elbeck, Matt and Evangellos-Vagelis Dedoussis, (2010), "Arabian Gulf Innovator Attitudes for Online Islamic Bank Marketing Strategy", *Journal of Islamic Marketing*, Vol. 1 Iss: 3 pp. 268 - 285
- Amhar, Fahmi, (2012), *Berpikir Islami=Berpikir Pada Level 7*, <http://hati.unit.itb.ac.id/?p=540>, Accessed November 28, 2013

- Fam, Kim Shyan., David S. Waller, B. Zafer Erdogan, (2004), "The Influence of Religion on Attitudes Towards The Advertising of Controversial Products", *European Journal of Marketing*, Vol. 38 No. 5/6, pp. 537-555
- Febriani, Ina Salma, (2012), *Empat Karakter Manusia dalam Al-Qur'an*, Rabu, 11 Juli 2012, <http://www.republika.co.id/berita/dunia-islam/hikmah/12/07/11/m6zi4d-empat-karakter-manusia-dalam-Al-Qur'an>). Accessed June 11, 2013
- Febrida, Melly, (2011), *Hatta: Indonesia Bisa Jadi Pusat Halal Dunia*, <http://news.liputan6.com/read/348453/hatta-indonesia-bisa-jadi-pusat-halal-dunia>, Accessed October 21, 2012
- Ferdinand, Augusty, (2006), *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro Semarang.
- Frikha, Azza, (2010), "Conflict in Purchase Decision Making within Couples", *Journal of Islamic Marketing*, Vol. 1 Iss: 3 pp. 231 – 248
- Gamal, Merza, (2012), "Legitimasi Bisnis dalam Al-Qur'an", *Pelangi Jurnal*, <http://kotasatri.com/pelangi/jurnal/2012/05/07/legitimasi-bisnis-dalam-Al-Qur'an/pdf>, (Accessed, January 28, 2013)
- Goi, Chai Lee. (2009), "A Review of Marketing Mix: 4Ps or More?", *International Journal of Marketing Studies*, May, Vol. 1, No. 1
- Gökariksel, Banu and Ellen McLarney, (2010), "Muslim Women, Consumer Capitalism, and the Islamic Culture Industry", *Journal of Middle East Women's Studies*, Volume 6, Number 3, pp. 1-18
- Gomez, Jose G., (2003), "What Do We Know About Creativity?", *The Journal of Effective Teaching*, Vol. 7, No. 1, 2007 31-43; KAREN KERSTING, November 2003, Vol 34, No. 10, Print version: page 40, American Psychological Association, <http://www.apa.org/monitor/nov03/creativity.aspx>). Accessed June 11, 2013
- Griffin, Ricky W dan Ronald J. Ebert, (2007), *Bisnis Edisi Kedelapan (Business, Eighth Edition)*. Alih bahasa Sita Wardhani. Jakarta: Penerbit Erlangga
- Grönroos, Christian., (1994), "From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing", *Management Decision*, Vol. 32 No. 2, pp. 4-20
- Gunara, Thorik dan Utus Hardiono Sudibyo, (2008), *Marketing Muhammad: Strategi Andal dan Jitu Praktik Bisnis Nabi Muhammad Saw*. Cetakan II, Bandung: Madania Prima

- Gundlach, Gregory T. and William L. Wilkie, (2009), "The American Marketing Association's New Definition of Marketing: Perspective and Commentary on The 2007 Revision", *Journal of Public Policy & Marketing*, Vol. 28 (2) Fall 2009, 259-264
- Hair, Jr., Joseph F, William C. Black, Barry J. Babin, Rolph E. Anderson, Ronald L. Tatham. (2006). *Multivariate Data Analysis Sixth Edition*, Upper Saddle River, New Jersey: Pearson Education, Inc.
- Handoko, Agus, (2013), *Membersihkan Kalbu*, http://www.pesantrenvirtual.com/index.php?option=com_content&view=article&id=1274:membersihkan-kalbu&catid=4:hikmah&Itemid=59, Accessed December 6, 2013
- Hanzaee, Kambiz Heidarzadeh and Sara Aghasibeig, (2010), "Iranian Generation Y Female Market Segmentation", *Journal of Islamic Marketing*, Vol. 1 Iss: 2 pp. 165 - 176
- Hanzaee, Kambiz Heidarzadeh and Shahrzad Chitsaz, (2011), "A Review of Influencing Factors and Constructs on The Iranian Women's Islamic Fashion Market", *Interdisciplinary Journal of Research in Business*. Vol. 1, Issue. 4, April (pp. 94-100)
- Haq, Farooq, and Ho Yin Wong, (2010), "Is Spiritual Tourism a New Strategy for Marketing Islam?", *Journal of Islamic Marketing*, Vol. 1 Iss: 2 pp. 136 - 148
- Haque, Ahasanul, Khaliq Ahmed and Syeada Irfath Jahan. (2010), "Shariah Observation: Advertising Practices of Bank Muamalat in Malaysia", *Journal of Islamic Marketing*, Vol. 1 No. 1, pp. 70-77
- Hasan, Amin. (2012), *Intuisi; Sumber Kebenaran dan Ilmu*, Senin, 10 Desember, <http://www.hidayatullah.com/read/26283/10/12/2012/intuisi;-sumber-kebenaran-dan-ilmu--.html>. Accessed June 11, 2013
- Hasan, Zulkifli and Mehmet Asutay, (2011), "An analysis of The Courts' Decisions on Islamic Finance Disputes", *ISRA International Journal of Islamic Finance*, Vol. 3 Issue 2, pp 41-71
- Hashi, Abdurezak A., (2011), "Islamic Ethics: An Outline of Its Principles and Scope", *Revelation and Science*, Vol. 01, No.03 (1433H/2011) 122-130
- Hashim, Muhammad, (2012), "Islamic Perception of Business Ethics and The Impact of Secular Thoughts on Islamic Business Ethics", *International Journal of Academic Research in Business and Social Sciences*, March, Vol. 2, No. 3
- Hashim, Nazlida Muhamad., Dick Mizerski, (2010), "Exploring Muslim Consumers' Information Sources for Fatwa Rulings on Products and Behaviors", *Journal of Islamic Marketing*, Vol. 1 Iss: 1 pp. 37 - 50

- Hassan, Abul., Abdelkader Chachi, and Salma Abdul Latiff, (2008), "Islamic Marketing Ethics and Its Impact on Customer Satisfaction in The Islamic Banking Industry", *JKAU: Islamic Econ.*, Vol. 21 No. 1, pp: 27-46 (A.D./1429 A.H.)
- Hassan, Siti Hasnah, (2011), "Consumption of Functional Food Model for Malay Muslims in Malaysia", *Journal of Islamic Marketing*, Vol. 2 Iss: 2 pp. 104-124
- Hearn, Bruce., Jenifer Piesse, Roger Strange, (2012), "Islamic Finance and Market Segmentation: Implications for The Cost of Capital", *International Business Review* 21, pp 102-113
- Hidayat, Surahman, (2012), *Hukum Risywah (Suap)*, <http://www.dakwatuna.com/2012/02/07/18400/hukum-risywah-suap/#axzz2p2FfPbq5>, Accessed December 15, 2013
- _____, (2012), *Hukum Risywah (Suap)*, <http://www.dakwatuna.com/2012/02/07/18400/hukum-risywah-suap/#axzz2m1RAocS3>, Accessed November 29, 2013
- Hosseini Emari, (2015). "Prodigality in Islamic Lifestyle: A New Scale Development", *Journal of Islamic Marketing*, Vol. 6 No. 2, pp. 188-208
- Hosseini, Mirza Hassan., Fatemeh Aidi, (2013), "Developing an Islamic Principles-Based Marketing Framework", *Journal of Basic and Applied Scientific Research*, 3 (3) 189-195
- [http://artikata.com/\(SebuahKamusDefinisi\)](http://artikata.com/(SebuahKamusDefinisi))
- http://id.wikipedia.org/wiki/Halaman_Utama (Wikipedia Ensiklopedia Bebas Bahasa Indonesia)
- <http://www.Muslimpopulation.com/World/>, Accessed, April 16, 2013
- https://en.wikipedia.org/wiki/Muslim_world. Accessed 08 Juni 2013.
- Husnaini, M. (2013), *Empat Prinsip Etos Kerja Islami*, <http://www.republika.co.id/berita/dunia-islam/hikmah/13/03/21/mjzgo9-empat-prinsip-etos-kerja-islami>, Accessed July 29, 2013
- Hussnain, Syed Ali, (2011), "What Is Islamic Marketing", *Global Journal of Management and Business Research*. Volume 11 Issue 11. Version 1.0 November
- Ibrahim, Mohd Faisol., Mohd Zulkifli Muhammad, Suhaina Musani, (2008), "Konsep Pemasaran Islam dalam Perniagaan Berasaskan Ekonomi Islam Bagi Usahawan Muslim (*Islamic Marketing Concept in Businesses Based on Islamic Economics for Muslim Entrepreneurs*)", *PROSIDING PERKEM III, JILID*

- 1 (2008) 110 – 117 ISSN: 2231-962X, Persidangan Kebangsaan Ekonomi Malaysia ke III (PERKEM III), Daya Tahan Ekonomi Negara: Dasar dan Strategi Pengukuhan Port Dickson, Negeri Sembilan, 20 – 22 August 2008
- Ibrahim, Zulkifli., Mohd Salehuddin Zahari, Maimunah Sulaiman, Zulhan Othman, Kamaruzaman Jusoff, (2009), "Travelling Pattern and Preferences of The Arab Tourists in Malaysian Hotels", *International Journal of Business and Management*, Vol. 4, No. 7
- Ihsan, (2012), SBY: Daya Beli Masyarakat Indonesia Akan Terus Meningkat, <http://wartaekonomi.co.id/berita4757/sby-daya-beli-masyarakat-indonesia-akan-terus-meningkat.html>, Accessed July 05, 2013
- Irawan, Lazuardi, (2012), *Gharar, Seperti Apa?*, <http://lazuardiirawan.wordpress.com/2012/05/11/gharar-seperti-apa/>, Accessed December 19, 2013
- Ireland, John and Soha Abdollah Rajabzadeh, (2011), "UAE Consumer Concerns About Halal Products", *Journal of Islamic Marketing*, Vol. 2 Iss: 3 pp. 274 - 283
- Ishak, Mohd. Shuhaimi Bin Haji and Osman Chuah Abdullah, (2012), "Islamic Perspective on Marketing Mix", *European Journal of Scientific Research*, ISSN 1450-216X Vol.77 No.2, pp.214-220
- Ismaeel, Muatasim and Katharina Blaim, (2012), "Toward Applied Islamic Business Ethics: Responsible Halal Business", *Journal of Management Development*, Vol. 31 No. 10, 2012, pp. 1090-1100
- Ismanto, Kuat, (2009), *Manajemen Syariah (Impelementasi TQM dalam Lembaga Keuangan Syariah)*, Cetakan pertama. Yogyakarta: Penerbit Pustaka Pelajar
- Jafari, Aliakbar, (2012), "Islamic Marketing: Insights from A Critical Perspective", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 22 – 34
- Jalilvand, Mohamad Reza., Neda Samiei, (2012), "The Effect of Word of Mouth on Inbound Tourists' Decision for Traveling to Islamic Destinations (The Case of Isfahan as A Tourist Destination in Iran)", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 12 – 21
- Jawas, Yazid bin Abdul Qadir, (2007), *Pengertian Ibadah dalam Islam*, Sabtu, 10 Nopember, <http://almanhaj.or.id/content/2267/slash/0/pengertian-ibadah-dalam-islam/>. Accessed Mei 27, 2013
- Jones, Carla, (2007), "Fashion and Faith in Urban Indonesia", *Fashion Theory*. Volume 11. Issue 2/3, pp. 211-232

- Joshi, Vivek, (2012), "Islamic Finance – Understanding an Impending Financial Phenomenon", *International Journal of Management and Strategy (IJMS)*, Vol. No.3, Issue 4, January-June
- Jusmaliani, Masyhuri, Mochammad Nadjib, Toerdin S. Usman, Diah Setiari Suhodo, Tuti Enawati, Sairi Erfanie, Muhammad Soekarni, Yani Mulyaningsih, (2008), *Bisnis Berbasis Syariah*, Cetakan Pertama, Jakarta: Penerbit Bumi Aksara
- Kalesar, Masoud Imani, (2010), "Developing Arab-Islamic Tourism in The Middle East: An Economic Benefit or a Cultural Seclusion?", *International Politics*, Vol.3, No. V, Winter & Spring
- Kalyanam, Kirthi and Shelby McIntyre, (2002), *The E-Marketing Mix: A Contribution of the E-Tailing Wars*, Department of Marketing Leavey School of Business, Santa Clara University Santa Clara, CA 95053, February 27, 2002
- Karim, Adiwarman Azwar, (2006), *Bank Islam: Analisis Fiqih dan Keuangan Edisi Ketiga*. Jakarta: Penerbit PT. RajaGrafindo Persada
- Kartajaya, Hermawan., Yuswohady, Dewi Madyani, Bembi Dwi Indrio, (2003), *Marketing in Venus*, Cetakan ke II. Jakarta: PT Gramedia Pustaka Utama
- Kartajaya, Hermawan dan Muhammad Syakir Sula, 2006, *Syariah Marketing*, Cetakan pertama, Bandung: Penerbit PT Mizan Pustaka
- Kartajaya, Hermawan, (2009), *Ketika Marketing 3.0 Tiba*, 31 Agustus, <http://bisniskeuangan.kompas.com/read/2009/08/31/08184027/ketika.marketing.3.0.tiba>, Accessed July 29, 2013
- Kassim, N. and Abdullah, N.A. (2010), "The Effect of Perceived Service Quality Dimensions on Customer Satisfaction, Trust, and Loyalty in E-Commerce Settings: A Cross Cultural Analysis", *Asia Pacific Journal of Marketing and Logistics*, Vol. 22 No. 3, pp. 351-71
- Keelson, Solomon A., (2012), "The Evolution of The Marketing Concepts: Theoretically Different Roads Leading to Practically Same Destination!", *Online Journal of Social Sciences Research*, Volume 1, Issue 2, pp. 35-41; April
- Kizgin, Hatice, (2011), "The Phenomenon of Immigrants' Consumer Behavior: Immigrants' Value Differences and Similarities: A Home Versus Host Comparison", *Journal of Islamic Marketing*, Vol. 2 Iss: 3 pp. 284 - 294
- Koku, Paul Sergius, (2011), "Natural Market Segments: Religion and Identity - The Case of "Zongos" in Ghana", *Journal of Islamic Marketing*, Vol. 2 Iss: 2 pp. 177 - 185

- Kotler, Philip., (2000), *Marketing Management Millenium Edition*, A Pearson Education Company Upper Saddle River, New Jersey: Tenth Edition Prentice-Hall, Inc. 07458
- _____. (2001). *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Kontrol*. terj: Hendra Teguh dan Ronny Antonius Rusly, Edisi 9, Jilid 1 dan 2, Jakarta: PT Prenhalindo
- _____. (2002), *Manajemen Pemasaran Edisi Milenium 1*, Alih bahasa Hendra Teguh, Ronny A. Rusli, Benjamin Molan, Jakarta: Penerbit Pearson Education Asia Pte. Ltd. Dan PT Prenhallindo
- Kotler, Philip dan Hermawan Kartajaya, (2007), *Marketing 3.0 Values-driven Marketing*, Jakarta: Penerbit Gramedia Pustaka Utama
- Kotler, Philip, Hermawan Kartajaya, Iwan Setiawan, (2010), *Marketing 3.0 From Products to Customers to the Human Spirit*, Hoboken, New Jersey: John Wiley & Sons, Inc.,
- Kusmantoro, M. Kamal, (2006), *Analisis Pengaruh Integrasi Lintas Fungsi terhadap Kecakapan Pemasaran dan Teknikal yang Berdampak pada Keunggulan Kompetitif Produk Baru (Studi Empiris pada Industri Perumahan di Jateng dan DIY)*, Tesis dipublikasikan, Program Studi Magister Manajemen Program Pascasarjana Universitas Diponegoro Semarang
- Lada, S., Tanakinjal, G.H. and Amin, H. (2009), "Predicting Intention to Choose Halal Products Using Theory of Reasoned Action", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 2 No. 1, pp. 66-76.
- Levitt, Theodore, (1960), "Marketing Myopia," *Harvard Business Review*, July-August 1960, pp. 138-149.
- Lobo, Sunila., Silvia Elaluf-Calderwood, (2012), "The BlackBerry Veil: Mobile Use and Privacy Practices by Young Female Saudis", *Journal of Islamic Marketing*, Vol. 3 Iss: 2 pp. 190 - 206
- Lubis, Anggraini, (2009), Hermawan Kartajaya: Kini Eranya "New Wave Marketing", http://waspada.co.id/index.php/index.php?option=com_content&view=article&id=48442:hermawan-kartajaya-kini-eranya-new-wave-marketing&catid=47:diskursus&Itemid=130, Acessed July 29, 2013
- Machfudz, Masyhuri. (2014). *Metodologi Penelitian Ekonomi: Aplikasi pada Manajemen Sumber Daya Manusia, Keuangan (Perbankan) dan Manajemen Pemasaran serta Integrasi Keislaman*. Malang: Penerbit Genius Media
- Maizaitulaidawati Md Husin, Noraini Ismail, Asmak Ab Rahman, (2016), "The Roles of Mass Media, Word of Mouth and Subjective Norm in

Family Takaful Purchase Intention", *Journal of Islamic Marketing*, Vol. 7 Iss 1 pp. 59 – 73

Mangalandum, Rosa Sekar, (2013), *Ogilvynoor: Daya Beli Umat Muslim Dunia US\$ 2 Triliun*, Posted on June 3, 2013 by <http://swa.co.id/business-strategy/ogilvynoor-daya-beli-umat-Muslim-dunia-us-2-triliun>, Accessed June 28, 2013

Marzuki, Sharifah Zannierah Syed., Collin Michael Hall, Paul William Ballantine, (2012), "Restaurant Managers' Perspectives on Halal Certification", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 47 – 58

Karami, Masoud, Omid Olfati, Alan J. Dubinsky, (2014), "Influence of Religiosity on Retail Salespeople's Ethical Perceptions: The Case in Iran", *Journal of Islamic Marketing*, Vol. 5 No. 1, pp. 144-172

Behboudi, Mehdi, Hossein Vazifehdoust, Kobra Najafi, Mina Najafi, (2014). "Using Rational and Emotional Appeals in Online Advertisements for Muslim Customers", *Journal of Islamic Marketing*, Vol. 5 No. 1, pp. 97-124

Shahijan, Milad Kalantari, Sajad Rezaei, Christopher Nigel Preece, Wan Khairuzzaman Wan Ismail, (2014), "Examining Retailers' Behaviour in Managing Critical Points in Halal Meat Handling: A PLS Analysis", *Journal of Islamic Marketing*, Vol. 5 Iss 3 pp. 446 – 472

Miremadi., Alireza, Samira Iran, Marjan Shadafza and Fereshte Moshiri, (2013), "A New Scenario of Fashion Marketing in Islamic World: "A Case Study of Iranian Women", *Proceedings of 6th International Business and Social Science Research Conference*, 3–4 January 2013 (available on www.wbiconpro.com/515-Samira.pdf)

Mokhlis, Safiek. (2009), "Relevancy and Measurement of Religiosity in Consumer Behaviour Research", *International Business Research*, Vol. 2 No. 39, pp. 75-84.

Mossinkoff, Marco and Charlotte Corstanje, (2011), "From Segments and Lifestyles to Communities-Light: Identifying Islamic Sub-Cultures in The Netherlands", *Journal of Islamic Marketing*, Vol. 2 Iss: 2 pp. 154 - 164

Muflih, Muhammad, (2006), *Perilaku Konsumen dalam Perspektif Ilmu Ekonomi Islam*, Jakarta: Penerbit PT RajaGrafindo Persada

Muhamad, Nazlida and Dick Mizerski, (2010), "The Constructs Mediating Religions' Influence on Buyers and Consumers", *Journal of Islamic Marketing*, Vol. 1 Iss: 2 pp. 124 – 135

Muhayah, (2013), *Risywah dalam Perspektif Hukum Islam*, <http://pa-tigaraksa.net/giroh/318-risywah-dalam-perspektif-hukum-islam>, Accessed November 29, 2013

- Mukhtar, Arshia., Muhammad Mohsin Butt, (2012), "Intention to Choose Halal Products: The Role of Religiosity", *Journal of Islamic Marketing*, Vol. 3 Iss: 2 pp. 108 - 120
- Munusamy, Jayaraman and Wong Chee Hoo, (2008), "Relationship Between Marketing Mix Strategy and Consumer Motive: An Empirical Study in Major Tesco Stores", *Unitar E-Journal*, Vol. 4, No. 2, June, pp. 41-56
- Muslich, (2007), *Bisnis Syariah Perspektif Muamalah dan Manajemen*, Cetakan Pertama, Unit Penerbit dan Percetakan Sekolah Tinggi Ilmu Manajemen YKPN Yogyakarta.
- Kassim, Norizan M. Mohamed M. Zain, (2016), "Quality of Lifestyle and Luxury Purchase Inclinations from The Perspectives of Affluent Muslim Consumers", *Journal of Islamic Marketing*, Vol. 7 Iss 1 pp. 95 – 119
- Nurhayati, Rokhmah S. (2012), *Wow! Rp 85,6 Trilliun Uang Berputar Kurang Lebih Selama Bulan Ramadhan*, 26 August, <http://ekonomi.kompasiana.com/moneter/2012/08/26/wow-rp-856-trilliun-uang-berputar-kurang-lebih-selama-bulan-ramadhan-487948.html>, Accessed July 15, 2013
- Olorunniwo, Festus., Maxwell K. Hsu., Godwin J. Udo, (2006), "Service Quality, Customer Satisfaction, and Behavioral Intentions in The Service Factory", *Journal of Services Marketing*, 20/1; 59-72
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as A Comparison Standard in Measuring Service Quality: Implications for Future Research", *Journal of Marketing*, Vol. 58, pp. 111-124.
- Purnomo, Wahyu Praditya, (2011), *Moratorium Mal Jakarta Diusulkan Hingga 2015*, <http://metropolitan.inilah.com/read/detail/1704272/moratorium-mal-jakarta-diusulkan-hingga-2015/#.UsIuQyvcDqJ>, Accessed December 31, 2013
- Putri, Maria Rosari Dwi, (2012), *Indonesia Bisa Jadi Kiblat Fesyen Muslim Dunia*, <http://www.antaranews.com/berita/345808/indonesia-bisa-jadi-kiblat-fesyen-Muslim-dunia>, Accessed July 15, 2013
- Qardhawi, Yusuf, (1997), *Norma dan Etika Ekonomi Islam*, Penerjemah Zainal Arifin, Dahlia Husin. Jakarta: Penerbit Gema Insani Press
- Quddusa, Munir., Henri Bailey IIIb and Larry R. Whitec, (2009), "Business Ethics: Perspectives from Judaic, Christian, and Islamic Scriptures", *Journal of Management, Spirituality & Religion*, Vol. 6, No. 4, December 2009, 323-334
- Quran In MS-Word Ver 1.2.0 With Muptiple Language*, (c) 2005/Ramadhan 1426. Mohamad Taufiq. All rights reserved. moh.taufiq@gmail.com,

yahoo messenger id: mtaufiq.rm, <http://www.geocities.com/mtaufiq.rm/quran.html>

Rafiq, Mohammed and Pervaiz K. Ahmed, (1995), "Using the 7Ps as A Generic Marketing Mix: an Exploratory Survey of Uk and European Marketing Academics", *Marketing Intelligence & Planning*, Vol. 13 No. 9, 1995, pp. 4-15

Rahman, Afzalur, (1995), *Doktrin Ekonomi Islam I*, Edisi Pertama, Penerjemah, Suroyo dan Nastangin, Yogyakarta: Penerbit Dana Bhakti Wakaf

Rahnama, Ramin and Ali Hossein Beiki, (2013), "Modern Marketing, Concepts and Challenges", *Arabian Journal of Business and Management Review (OMAN Chapter,)* Vol. 2, No.6, Jan. 2013

Rajagopal, Shambavi., Sitalakshmi Ramanan, Ramanan Visvanathan, Subhadra Satapathy, (2011), " Halal Certification: Implication for Marketers in UAE", *Journal of Islamic Marketing*, Vol. 2 Iss: 2 pp. 138 - 153

Razak, Dzuljastri Abdul and Fauziah Md Taib, (2011), "Consumers' Perception on Islamic Home Financing: Empirical Evidences on Bai Bithaman Ajil (BBA) and Diminishing Partnership (DP) Modes of Financing in Malaysia", *Journal of Islamic Marketing*, Vol. 2 Iss: 2 pp. 165 - 176

Razalli, Mohd Rizal., Suzzaini Abdullah and Mohamad Ghazali Hassan, (2012), "Developing a Model for Islamic Hotels: Evaluating Opportunities and Challenges", *International Proceedings of Economics Development and Research*, Vol. 42, pp 91-96 (available on <http://ipedr.com/list-68-1.html>)

Rehman, Ateeq-ur-., and Muhammad Shahbaz Shabbir, (2010), "The Relationship Between Religiosity and New Product Adoption", *Journal of Islamic Marketing*, Vol. 1 Iss: 1 pp. 63 – 69

Rezai, Golnaz., Zainalabidin Mohamed, Mad Nasir Shamsudin, (2012), "Non-Muslim Consumers' Understanding of Halal Principles in Malaysia", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 35 – 46

Ribbink, D., Van Riel, A.C.R., Liljander, V. and Streukens, S. (2004), "Comfort Your Online Customer: Quality, Trust, and Loyalty on The Internet", *Managing Service Quality*, Vol. 14 No. 6, pp. 446-56.

Rice, G, (1999), "Islamic Ethics and The Implications for Business", *Journal of Business Ethics*, Vol. 18, No. 4, pp. 345-58

Riquelme, Hernan E., Rosa E. Rios, Nadia Al-Sharhan, (2011), "Antecedents of Ostentatious Consumption in Kuwait", *Journal of Islamic Marketing*, Vol. 2 Iss: 3 pp. 295 - 308

Rivai, Veithzal, (2012), *Islamic Marketing: Membangun & Mengembangkan Bisnis Dengan Praktik Marketing Rasulullah Saw. (Islamic Marketing: Establishing and*

- Developing Business with Marketing Practices Rasulullah Saw.*), Jakarta: PT Gramedia Pustaka Utama
- Rizk, Riham Ragab., (2008), "Back to Basics: An Islamic Perspective on Business and Work Ethics", *Social Responsibility Journal*, Vol. 4 Iss: 1 pp. 246 – 254
- Rudnyckyj, Daromir, (2009), "Market Islam in Indonesia", *Journal of the Royal Anthropological Institute (N.S.)*, S183-S201, Royal Anthropological Institute University of Victoria
- Run, Ernest Cyril De., Muhammad Mohsin Butt, Kim-Shyan Fam, Hui Yin Jong, (2010), "Attitudes Towards Offensive Advertising: Malaysian Muslims' Views", *Journal of Islamic Marketing*, Vol. 1 Iss: 1 pp. 25 – 36
- Sadeghi, Tooraj and Kambiz Heidarzadeh Hanzaee, (2010), "Customer Satisfaction Factors (Csfs) with Online Banking Services in An Islamic Country: I.R. Iran", *Journal of Islamic Marketing*, Vol. 1 Iss: 3 pp. 249 – 267
- Saeed, Mohammad., Zafar U Ahmed and Syeda-Masooda Mukhtar, (2001), "International Marketing Ethics From An Islamic Perspective: A Value-Maximization Approach", *Journal of Business Ethics*; Dordrecht; Jul 2001
- Samori, Zakiah and Fadilah Abd Rahman, (2013), "Towards The Formation of Shariah Compliant Hotel in Malaysia: An Exploratory Study on Its Opportunities and Challenges", *The 2013 WEI International Academic Conference Proceedings Istanbul Turkey*, pp 108-124
- Sandıkçı, Özlem and Güliz Ger, (2011), "Islam, Consumption and Marketing: Going beyond the Essentialist Approaches", *Handbook of Islamic Marketing*, editors: Ozlem Sandikci and Gillian Rice, Edward Elgar, Fall 2011, Bilkent University - Faculty of Business Administration and Bilkent University – Management, *Date posted*: January 12, 2011, *Working Paper Series*, <http://papers.ssrn.com/sol3/results.cfm?RequestTimeout=5000000>, *Accessed*, February 26, 2013)
- Sandikci, Özlem, (2011), "Researching Islamic Marketing: Past and Future Perspectives", *Journal of Islamic Marketing*, Vol. 2 Iss: 3 pp. 246 – 258
- Sasongko, Agung., (2012), *Inilah 15 Negara Islam Terkaya di Dunia*, Wednesday, 22 August, <http://www.republika.co.id/berita/internasional/global/12/08/22/m95d2u-Inilah-15-negara-islam-terkaya-di-dunia>, *Accessed* May 17, 2013
- Sekaran, Uma, (2006), *Metodologi Penelitian Bisnis 1 dan 2 (Edisi 4)*. Alih Bahasa Kwan Men Yon. Jakarta: Penerbit Salemba Empat

Seth, Nitin, S.G. Deshmukh and Prem Vrat, (2005), "Service Quality Models: A Review", *International Journal of Quality & Reliability Management*, Vol. 22 No. 9, pp. 913-949

Shaizatulaqma Kamalul Ariffin, Ishak Ismail, Khairul Anuar Mohammad Shah, (2016). "Religiosity Moderates The Relationship Between Ego-Defensive Function and Attitude Towards Advertising", *Journal of Islamic Marketing*, Vol. 7 Iss 1 pp. 15 - 36

Sharing, (2013), *Majalah Sharing*, Edisi 83 tahun VIII Desember 2013-Januari 2014.

Shihab, M. Quraish, (1996), *Membumikan Al-Qur'an: Fungsi dan Peran Wahyu dalam Kehidupan Masyarakat*, Cetakan ke-13, Bandung: Penerbit Mizan

_____, (1996), *Wawasan Al-Qur'an: Tafsir Maudhu'i atas Pelbagai Persoalan Umat*, Bandung: Penerbit Mizan Pustaka

_____, (2008), *Berbisnis dengan Allah*, Cetakan II, Tangerang: Penerbit Lentera Hati

_____, (2000), *Tafsir Al-Mishbah Pesan, Kesan dan Keserasian Al-Qur'an Volume 1 Surah Al-Fatihah dan Surah Al-Baqarah*, Cetakan I, Tangerang: Penerbit Lentera Hati Ciputat

_____, (2001), *Tafsir Al-Mishbah Pesan, Kesan dan Keserasian Al-Qur'an Volume 3 Surah Al-Ma'idah*, Cetakan I, Tangerang: Penerbit Lentera Hati Ciputat

_____, (2002), *Tafsir Al-Mishbah Pesan, Kesan dan Keserasian Al-Qur'an Volume 7 Surah Ibrahim, Al-Hijr, An-Nahl, Al-Isra'*, Cetakan I, Jakarta: Penerbit Lentera Hati Cilandak Timur

_____, (2003), *Tafsir Al-Mishbah Pesan, Kesan dan Keserasian Al-Qur'an Volume 14 Surah Al-Hadid, Al-Mujadalah, Al-Hasyr, Al-Mumtahanah, Ash-Shaff, Al-Jumu'ah, Al-Munafiqun, At-Taghabun, Ath-Thalaq, At-Tahrim, Al-Mulk, Al-Qalam, Al-Haqqah, Al-Ma'arij, Nuh, Al-Jiin, Al-Muzammil, Al-Muddatstsir, Al-Qiyamah, Al-Insan, Al-Mursalat*. Cetakan ke I, Jakarta: Penerbit Lentera Hati Cilandak Timur

_____, (2004), *Tafsir Al-Mishbah Pesan, Kesan dan Keserasian Al-Qur'an Volume 14 Surah Al-Hadid, Al-Mujadalah, Al-Hasyr, Al-Mumtahanah, Ash-Shaff, Al-Jumu'ah, Al-Munafiqun, At-Taghabun, Ath-Thalaq, At-Tahrim, Al-Mulk, Al-Qalam, Al-Haqqah, Al-Ma'arij, Nuh, Al-Jiin, Al-Muzammil, Al-Muddatstsir, Al-Qiyamah, Al-Insan, Al-Mursalat*. Cetakan ke II, Tangerang: Penerbit Lentera Hati Ciputat

- Shukor, Abdul and Ahmad Jamal, (2013), "Developing Scales for Measuring Religiosity in the Context of Consumer Research", *Middle-East Journal of Scientific Research* 13 (Research in Contemporary Islamic Finance and Wealth Management): 69-74.
- Hassan, Siti Hasnah, (2014), "The Role of Islamic Values on Green Purchase Intention", *Journal of Islamic Marketing*, Vol. 5 Iss 3 pp. 379 – 395
- Smolo, Edib and Abbas Mirakhor, (2010), "The Global Financial Crisis and Its Implications for The Islamic Financial Industry", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 3 No. 4, 2010, pp. 372-385;
- Solimun, (2013), *Generalized Structured Component Analysis (GSCA)*, Materi Penguatan Metodologi Penelitian Pelatihan GSCA & Software Aplikasi Komputer GeSCA di FIA Universitas Brawijaya, 28-29 Nopember, Program Studi Statistika Fakultas MIPA Universitas Brawijaya Malang.
- Stephenson, Marcus L., Karl A. Russell, David Edgar, (2010), "Islamic Hospitality in The UAE: Indigenization of Products and Human Capital", *Journal of Islamic Marketing*, Vol. 1 Iss: 1 pp. 9 – 24
- Suaramedia.com, (2011), *Industri AS Incar Pasar Konsumen Muslim*, Minggu, 23 Januari, <http://www.suaramedia.com/berita-dunia/dunia-islam/36999-industri-as-incar-pasar-konsumen-Muslim.html>, Accessed June 28, 2013
- Sulaiman, Muhammad dan Aizuddinnur Zakaria, (2010), *Jejak Bisnis Rasul*, Terbitan PTS Professional Publishing, Malaysia. Diterbitkan di Indonesia. Jakarta: Penerbit Noura Books (PT Mizan Publika)
- Sun, Susan., Tiong Goh, Kim-Shyan Fam, Yang Xue, Yang Xue, (2012), "The Influence of Religion on Islamic Mobile Phone Banking Services Adoption", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 81 - 98
- Suratmo, Yayat, (2013), *Gempuran Pusat Belanja*, <http://www.infobisnisinternasional.com/berita/lifestyle/11/april/2013/gempuran-pusat-belanja>, Accessed December 31, 2013
- Syah, Agusdin., (2013), *Volume Perdagangan Halal Dunia Mencapai USD 800 Miliar*, Tanggal, 21 Mei, <http://www.suara-islam.com/read/index/7251/Volume-Perdagangan-Halal-Dunia-Mencapai-USD-800-Miliar>, Accessed May 17, 2013
- Osman, Syuhaily, Fon Sim Ong, Md Nor Othman, Kok Wei Khong, (2014), "The Mediating Effect of Mood on In-Store Behaviour Among Muslim Shoppers", *Journal of Islamic Marketing*, Vol. 5 Iss 2 pp. 178 - 197

- Taap, Manshor Amat., Siong Choy Chong, Mukesh Kumar, Tat Kee Fong, (2011), "Measuring Service Quality of Conventional and Islamic Banks: A Comparative Analysis", *International Journal of Quality & Reliability Management*, Vol. 28 Iss: 8 pp. 822 - 840
- Tandjung, Jenu Widjaja, (2008), *Spiritual Selling – How to get and Keep your Customers*, Jakarta: Penerbit PT Elex Media Komputindo Kelompok Gramedia
- Teimourpour, Bahar and Kambiz Heidarzadeh Hanzatee, (2011), "The Impact of Culture on Luxury Consumption Behaviour Among Iranian Consumers", *Journal of Islamic Marketing*, Vol. 2 Iss: 3 pp. 309 - 328
- The Chartered Institute of Marketing, (2009), *10 Minute Guide – How to Achieve an Effective Marketing Mix*, CIM 14280-DS-May, Membership Services Moor Hall Cookham Maidenhead Berkshire SL6 9QH, UK. www.cim.co.uk/marketingresources
- Tieman, Marco, (2011), "The Application of Halal in Supply Chain Management: In-Depth Interviews", *Journal of Islamic Marketing*, Vol. 2 Iss: 2 pp. 186 - 195
- Tieman, Marco., Jack G.A.J. van der Vorst, Maznah Che Ghazali, (2012), "Principles in Halal Supply Chain Management", *Journal of Islamic Marketing*, Vol. 3 Iss: 3 pp. 217 - 243
- Goh, Tiong Thye, Norazah Mohd Suki, Kim Fam, (2014), "Exploring a Consumption Value Model for Islamic Mobile Banking Adoption", *Journal of Islamic Marketing*, Vol. 5 Iss 3 pp. 344 - 365
- Tournois, Laurent., Isabelle Aoun, (2012), "From Traditional to Islamic Marketing Strategies: Conceptual Issues and Implications for An Exploratory Study in Lebanon", *Education, Business and Society: Contemporary Middle Eastern Issues*, Vol. 5 Iss: 2 pp. 134 - 140
- Vikram, Raja, (2010), *The Five Concepts of Marketing*, <http://www.saching.com/Articles/The-Five-Concepts-of-Marketing-434.html>, Accessed July 2, 2013
- Voaindonesia, (2013), *Muslim Amerika Upayakan Standarisasi Produk Halal di AS*, Selasa, 11 Juni, <http://www.voaindonesia.com/content/belum-ada-standarisasi-produk-halal-di-as-127096473/96951.html>, Accessed May 17, 2013
- Wahab, Muhibb Abdul, (2012), *Inilah Tiga Bentuk Kecerdasan Bersyukur*, <http://www.republika.co.id/berita/dunia-islam/hikmah/12/03/28/m1lfio-inilah-tiga-bentuk-kecerdasan-bersyukur>, Accessed January 23, 2013

- Walker, Martin., Dirk Buchta, Tracey Reuter and Johan Gott, (2007), *Addressing the Muslim Market: Can you Afford Not to?*, Copyright AT Kearney, Inc. All Right Reserved. Marketing and Communications 222 West Adams Street Chicago, Illinois 60606 USA
- Waterschoot, Walter Van and Christophe Van Den Bulte, (1992), "The 4P Classification of the Marketing Mix Revisited", *Journal of Marketing*, Vol. 56 (October 1992), pp. 83-93
- Wikipedia, (2012), *Manajemen Pemasaran*, Wikipedia bahasa Indonesia, ensiklopedia bebas, http://id.wikipedia.org/wiki/Manajemen_pemasaran, Accessed July 11, 2013
- _____, (2013), *Konsep*, <http://id.wikipedia.org/wiki/Konsep>. (Accessed June 17, 2013)
- _____, (2013), *Marketing*, From Wikipedia, the free encyclopedia, http://en.wikipedia.org/wiki/Marketing#cite_ref-adcock-a_4-0, Accessed July 03, 2013
- _____, (2013), *Marketing*, From Wikipedia, the free encyclopedia, Available on <http://en.wikipedia.org/wiki/Marketing>, Accessed July 02, 2013
- _____, (2013), *Prinsip*, Wikipedia bahasa Indonesia, ensiklopedia bebas, <http://id.wikipedia.org/wiki/Prinsip>. Accessed July 29, 2013
- Wilson, Jonathan A.J., and Svend Hollensen, (2010), "Saipa Group, Iran - Using Strategic Brand Extensions to Build Relationships", *Journal of Islamic Marketing*, Vol. 1 Iss: 2 pp. 177 – 188
- _____, (2010), "Shaping The Halal Into a Brand?", *Journal of Islamic Marketing*, Vol. 1 Iss: 2 pp. 107 – 123
- _____, (2011), "The Challenges of Islamic Branding: Navigating Emotions and Halal", *Journal of Islamic Marketing*, Vol. 2 Iss: 1 pp. 28 – 42
- _____, (2012), "The New Wave of Transformational Islamic Marketing: Reflections and Definitions", *Journal of Islamic Marketing*, Vol. 3 Iss: 1 pp. 5 – 11
- _____, (2012), "Looking at Islamic Marketing, Branding And Muslim Consumer Behaviour Beyond The 7P's: The Call for Supportive Course Content and More P's Please", *Journal of Islamic Marketing*, Vol. 3 Iss: 3 pp. 212 – 216
- _____, (2012), "The role of Islamic Marketing Researchers: Scribes, Oracles, Trend Spotters – or Thought Leaders? Setting The Agenda", *Journal of Islamic Marketing*, Vol. 3 Iss: 2 pp. 104 - 107

- Wood, Stephen, (2010), "Mangi teus-teus: Between a Weberian and Historical Understanding of Economic Dominance Among Pious Muslims in Francophone West Africa", *Journal of Islamic Marketing*, Vol. 1 Iss: 3 pp. 203 – 219
- Worthington, E.L., Wade, N.G., Hight, T.L., Ripley, J.S., McCullough, M.E., Berry, J.W., Schmitt, M.M., Berry, J.T., Bursley, K.H. and O'Connor, L. (2003), "The Religious Commitment Inventory – 10: Development, Refinement And validation of A Brief Scale for Research and Counseling", *Journal of Counseling Psychology*, Vol. 50, pp. 84-96.
- Yoo, Boonghee., Naveen Donthu and Sungho Lee, (2000), "An Examination of Selected Marketing Mix Elements and Brand Equity", *Journal of the Academy of Marketing Science*. Volume 28, No. 2, pages 195-211.
- Yusanto, Muhammad Ismail dan Muhammad Karebet Widjajakusuma, (2002), *Menggagas Bisnis Islami*, Jakarta: Penerbit Gema Insani Press
- Yusuf, Jibrail Bin, (2010), "Ethical Implications of Sales Promotion in Ghana: Islamic Perspective", *Journal of Islamic Marketing*, Vol. 1 Iss: 3 pp. 220–230
- Yusuf, Kadar M., (2012), "Tipologi Keperibadian Manusia dalam Perspektif Al-Qur'an (Typology of Personality in The Quran)", *Jurnal Hadhari*, 4 (2), 1-28
- Zahrah, Muhammad Abu, (2007), *Ushul Fiqh*, Cetakan ke-10, Jakarta: Penerbit Pustaka Firdaus
- Zainul, Norazlina., Fauziah Osman and Siti Hartini Mazlan, (2004), "E-Commerce from an Islamic perspective", *Electronic Commerce Research and Applications* 3, p. 280–293
- Zakaria, Norhayati and Asmat-Nizam Abdul-Talib, (2010), "Applying Islamic Market-Oriented Cultural Model to Sensitize Strategies Towards Global Customers, Competitors, and Environment", *Journal of Islamic Marketing*, Vol. 1 Iss: 1 pp. 51- 62
- Zaroni, Akhmad Nur, (2007), "Bisnis dalam Perspektif Islam (telaah aspek keagamaan dalam kehidupan ekonomi)", *Mazahib*, Vol. IV, No. 2, Desember
- Zerban, Ayman., Eslam H. Elkady, Rafik F. Omar, (2012), "Islamic Finance and Global Financial Crises: How to Keep Finance on Track?", *Topics in Middle Eastern and African Economies*, Vol. 14, September, pp 190-222;
- Zin, Mohamad Zaid Mohd., Abdul Razak Abdul Kadir, Saurdi Ishak, Mohd Syahiran Abdul Latif, (2011), "Growth and Prospect of Islamic Finance in Malaysia", *International Conference on Social Science and Humanity*, IPEDR Vol. 5, pp 180-184

PEMASARAN SYARIAH

TEORI, FILOSOFI & ISU-ISU KONTEMPORER



Buku yang membahas ekonomi syariah sudah cukup banyak dan dengan mudah kita dapatkan di mana-mana, namun buku ini memiliki kelebihan di antaranya mengeksplorasi nilai-nilai Al-Qur'an dan Al-Hadis yang dielaborasi dengan baik, termasuk dukungan pendapat para mufasir terkemuka. Lebih menarik lagi, buku ini dilengkapi dengan isu-isu kontemporer dalam riset pemasaran islami di samping nilai-nilai filsafat yang mendasarinya.

Prof. Dr. H. Imam Suprayogo

Guru Besar UIN Maulana Malik Ibrahim Malang



Kajian dalam buku ini mengajak para pembaca untuk mengaplikasikan nilai-nilai Al-Qur'an dan sunah tentang kiat sukses praktik pemasaran sebagaimana yang telah diteladankan oleh Rasulullah Saw. Buku ini juga sangat membantu dalam menemukan ide dan *roadmap* replikasi penelitian melalui *review* jurnal yang dipublikasikan secara internasional. Sehingga kehadirannya sangat baik dan layak dijadikan referensi.

Dr. H. Muhtadi Ridwan, M.A.

Dewan Pengurus Pusat Ikatan Ahli Ekonomi Islam (IAEI) Indonesia



Buku ini sangat menarik dan benar-benar membuka khazanah pengetahuan umat. Bagaimana sebuah konsep pemasaran yang berintikan dakwah dan *amar ma'ruf nahi munkar* yang semula dianggap tradisional dan eksklusif dapat disajikan secara faktual dan aplikatif. Membuat pemasaran syariah kian menarik bagi kalangan akademisi dan praktisi sekaligus membuktikannya sebagai *rahmatan lil alamin*.

Dr. Imam T. Saptono, M.M.

Direktur Utama PT BNI Syariah 2017



Jl. Raya Leuwisung No. 112
Kel. Leuwisung, Kec. Tapos, Kota Depok 16956
Telp. 021-84311162 Fax 021-84311163
Email: rajapers@rajagrafindo.co.id
www.rajagrafindo.co.id

RAJAWALI PERS
DIVISI BUKU PERGURUAN TINGGI
ISBN 978-602-425-153-6

